R.J. Reynolds Tobacco Company

VIA E-MAIL

M. A. Young
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February 21, 1995

TO: D. L. Wilmesher

RE: New York State Association of Tobacco & Candy Distributors

Dear Dave:

Over the past several years, we have been one of the major contributors to the NYSATCD in terms of corporate sponsorship. In the last few years, we have reduced our contribution to this organization from $20,000 to $15,000. The purpose of this letter is to obtain your approval for the $15,000 corporate sponsorship.

In a period of cutting costs and cost efficiency, I personally checked into the sponsorship level of our competitors' and found that Philip Morris is a $35,000 contributor and Lorillard and B&W are both $20,000 contributors. Due to the size, visibility and profile of the NYSATCD, I strongly recommend that once again we make the $15,000 contribution.

I appreciate your time and look forward to hearing from you on this recommendation.

Sincerely,

Mark

M. A. Young

MAY/ams

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/hxdy0000